

The Relationship Between Green Marketing Mix and Purchase Intention Among Fast Food Diners as Mediated by their Attitude Towards Green Marketing

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Publication Date: April 26, 2025

Abstract

Purchase intention is crucial in influencing consumers' decisions since it indicates their interest in and desire to purchase a good or service. This study determines the mediating effect of attitudes towards green marketing on the relationship between green marketing and purchase intention among fast food diners. The descriptive-correlational design was used to investigate the purchase intention of fast food diners in the Davao Region, who were chosen using stratified random sampling. Medgraph was

employed to determine the mediating effect of attitude towards green marketing on the relationship between green marketing mix and purchase intention. Results indicated that fast food diners often manifest their purchase intention, that green marketing mix is often evident, and that attitude towards green marketing is often positive. Findings further showed that attitude towards green marketing significantly mediates the relationship between green marketing mix and purchase intention.

Keywords: Business management, product, price, place, promotion, purchase intention, attitudes, green marketing mix, Philippines

INTRODUCTION

Purchase Intention among fast-food diners is the extent to which a customer is prepared to purchase a product and inclined to pay (Garcia et al., 2020). However, consumers are less concerned about the impact of their decision to buy on the environment (Xu et al. 2022). In addition, Lynikaite (2010) cited that some customers who are aware of environmental issues and desire to change the world via their actions do not view buying green items as a means to help the environment. Customers are willing to purchase green products due to environmental concerns and product quality. However, consumers' signs of a favorable

attitude toward environmental issues do not always translate into actual purchase behavior that is environmentally benign (Younus, 2015).

Moreover, Pastore (2015) highlighted that the biggest obstacles to buying green are the higher cost and limited supply of green goods; despite having information and awareness of environmental conditions, Ekuitas (2015) seconded that consumers are still hesitant to purchase green items because they believe they are pricey. Customers view purchasing intentions as the primary driver of their purchasing behavior (Morwitz, 2014). According to Newberry (2003), purchase forecasts frequently start with purchase intentions. Likewise, Rasheed (2015) states that consumer goods manufacturers focus on client purchase intent in the most fiercely competitive markets to uphold their market reputation and increase their goodwill because repeat customers are a reliable source of income.

Measurements of customers' present and future decisions to buy green or environmentally friendly products rely heavily on their green buying intentions. A consumer demand estimate for green products is also helpful (Zhuang, 2021). Businesses and organizations can use green brand positioning to sell their goods more effectively and enhance customer awareness of and attitude toward green brands to increase brand purchase intentions (Suki, 2016). Sreen (2018) mentioned that green purchases may impact an organization's bottom line. Additionally, it aids in establishing a robust public reputation, brand, and goodwill in the industry.

Consumer purchase intention correlates to green marketing as it urges environmental awareness (Alharthey, 2019). This literature backs up Krisdayanti's (2022) and Mahmoud (2016) study, found that green marketing has a positive effect on purchase intention and that there is a significant relationship between green marketing mix elements and consumers' purchase intention. Ayoun (2014) also mentioned that customer's attitudes toward green products influence their purchase intention. Karunarathna (2020) found in his study a significant relationship between green marketing mix elements and consumers' purchase intention. In addition, Maichum (2017) states that customers' attitudes towards green marketing significantly influenced purchase intention towards green products.

There are studies about purchase Intention, such as the impact of green marketing mix on purchase intention by Mahmoud (2016) as well as the Green Marketing and Purchase Intention of Green Product: The Role of Environmental Awareness by Krisdayanti and Widodo (2022). However, the researcher encountered few studies employing green marketing and attitude. Moreover, the researcher has yet to encounter a mediation research design focusing on purchase intention, green marketing practices, and attitudes, specifically in the fast-food chains in the Davao region.

The study results will benefit both business owners and consumers in the context of purchase intention on green marketing practices and attitudes towards green products. The study results will be shared in business conferences that might be initiated by the Department of Trade and Industry and symposia concerning environmental issues. Moreover, the findings of the study will also be disseminated in national and international journals for a more comprehensive reach of readership through postings in scientific publications and searchable databases. A study copy will also be shared with the graduate school library for public access.

Research Questions

This study determines the mediating effect of attitudes towards green marketing on the relationship between green marketing and purchase intention among fast food diners. Specifically, it answers the following questions:

1. What is the status of the purchase intention, green marketing mix and attitudes towards green marketing of fast food diners in Region XI?
2. Is there a significant relationship between:
 - 2.1 green Marketing and purchase intentions;
 - 2.2 attitudes towards green marketing and purchase intentions;
 - 2.3 green marketing and attitudes towards green marketing?
3. Is the relationship between green marketing and purchase intention significantly mediated by customers attitudes?

Conceptual Framework

The study's conceptual framework is the interaction of the dependent variable and independent variable as well as the mediating variable. Purchase Intention measures consumers' propensity to make green product purchases. Green Marketing Practices is the process of seeking to create various marketing tactics to appeal to customers who care more about the environment. Consumer attitudes are a combination of their opinions regarding behaviors, and in the realm of marketing, feelings about, and behavioral intentions toward, some object—typically a brand or retail establishment. Lastly, the mediating variable, the attitudes, shows a connection between the two variables: green marketing practices, which is the independent variable, and purchase intention, which is the dependent variable.

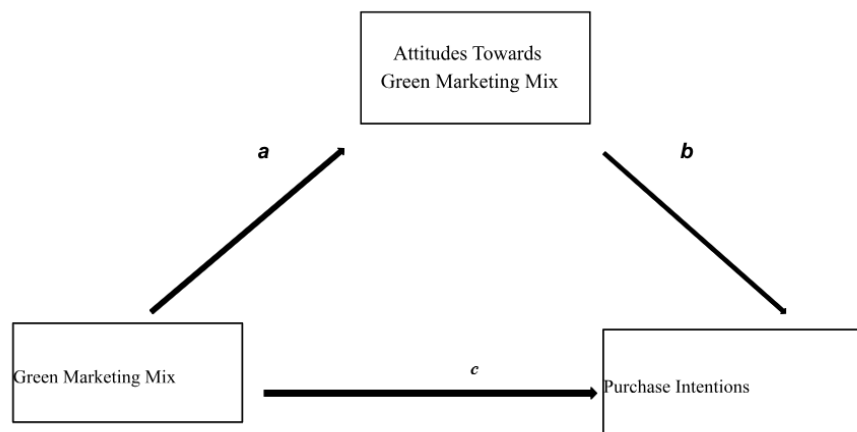


Figure 1. Conceptual Framework of the Study

II. METHODOLOGY

Research Design

Descriptive-correlational design in investigating the purchase intention of fast food diners in the Davao region was used together with mediation analysis. Mediation analysis was used to cover the the attitude to try and discover and explain the mechanism or process that underpins an observed link between an independent variable, which is the green marketing mix, and a dependent variable, which is the purchase intention. Descriptive research design is use to describe the status of purchase intentions, level of consumer attitudes, and status of green marketing practices among fast food diners in the Davao region. A correlational research design was used to determine the relationship between the variables of this study, which are green marketing practices, attitudes, and purchase intention. This correlation was used to measure the relationship between green marketing practices and purchase intention, attitudes, and purchase intention, green marketing practices, and attitudes.

The study's respondents are 300 regular fast food chain customers randomly chosen using a stratified random sampling technique who are situated in the Davao region and must be at least 18 years of age, a paying individual who has patronized fast food chains. They may either be a patron or non-patron of green products.

A minimum of 200 samples must be used for a Pearson correlation analysis. A sample size of at least 200 is advised by Hair et al. (2017), although not greater than 400. Thus, a minimum and 200 and 400 maximum samples, respectively, can be said.

Descriptive statistics address the status of the purchase intention, green marketing mix, and attitudes towards green marketing of fast food diners in Region XI. **Pearson Product Moment Correlation** was utilized to determine the relationships between Green Marketing Practices and purchase intention, customers' attitudes and purchase intention, and green marketing practices and customers' perspectives. **Multiple Regression** was used in determining which customer's attitudes and purchase intentions predict the green marketing practices. **Med graph used the Sobel z-test** to determine the mediating effect of perspective on the relationship between green marketing practices and purchase intention. The paper was submitted to the Ethics office of the university to adhere to the 10 dimensions of ethical considerations

RESULTS AND DISCUSSION

The Status of the Purchase Intentions, Green Marketing Mix and Attitudes

Table 1 reveals the status of the Purchase Intentions, Green Marketing Mix, and Attitudes through descriptive statistics of the mean and standard deviation. The standard deviation is less than 1.0, indicating the responses' consistency. Purchase intention has an overall mean of 3.96, Green marketing mix has an overall mean of 3.94, and Attitude has an overall mean of 4.02. All three variables have a descriptive mean of high. Only the product has a very high descriptive level among all the indicators under each variable. This finding supports the study of Wong (2015), stating that a customer's loyalty in purchasing has something to do with its intention to maintain a relationship with a company with an environmental or green agenda and a consumer's desire to regularly purchase, utilize, and choose green products in the future.

Table 1

The Status of the Purchase Intentions, Green Marketing Mix and Attitudes

Latent Variables / Observed Variables	Standard Deviation	Mean	Descriptive Level
Purchase Intentions	0.60	3.96	High
Loyal in Purchasing	0.65	3.84	High
Public Emotion	0.80	4.09	High
Green Marketing Mix	0.59	3.94	High
Product	0.61	4.22	Very High
Price	0.62	3.49	High
Promotion	0.66	4.11	High
Place	0.90	3.95	High
Attitude towards Green Marketing Mix	0.79	4.02	High

The indicator of purchase intention, loyalty in purchasing, got the category mean of 3.84, which means fast food diners oftentimes demonstrate the intent to purchase. These findings support the study of Wong (2015), stating that a customer's loyalty in purchasing has something to do with its intention to maintain a relationship with a company with an environmental or green agenda and a consumer's desire to regularly purchase, utilize, and choose green products in the future.

The indicator public emotion has a category mean of 4.09, described as high, which can be interpreted as fast food diners often demonstrating their intention to purchase fast food that practices green marketing. This result supports the study of Ko (2013), saying that businesses that produce and distribute their goods using green marketing gain a favorable brand image that persuades customers to buy their items since they can receive superior prices and quality.

The level of green marketing mix, with an overall mean of 3.94, is described as high, which can be interpreted as oftentimes evident. Among the four indicators of green marketing mix, Product has the highest mean, which is 4.22, described as very high, which can be interpreted as very evident in a fast food chain. This result is supported by Xie et al. (2015) findings, which state that ecological and ecologically friendly items are being used increasingly. Regarding green marketing, marketers' primary goal is to educate and positively influence consumers.

Indicator price has the lowest mean of 3.49 among the four marketing mix. This result does not agree with the result of the study conducted by Asnar (2013) and Banzhaf (2005) which states that The intention to make green purchases was positively correlated with price and environmentally friendly packaging.

The level of Attitudes Towards Green Marketing Mix has an overall mean of 4.02, described as high and interpreted as oftentimes positive. Kim and Part (2013) examined the connections between marketing mix, purchase intention, and attitudes in their study. It was determined that utilizing the components of the marketing mix will influence attitude strength. An important factor is attitude, both in terms of the immediate effects and on the purchase purpose and the collateral impact as a mediator regarding purchase intention.

Correlation Between Variables

To determine the mediation model, the correlation between variables was computed first to conclude their significance. In the case of the three variables, the correlations are all significant, as shown in Table 2. It can be gleaned from the result that there is a significant relationship between marketing mix and purchase intention with a correlation coefficient of .904 ($p < .05$). Attitude towards green marketing mix and purchase intentions also significantly relate with each other with a correlation coefficient of .794 ($p < .05$).

In addition, for the green marketing mix and attitude towards green marketing both are also significantly related with a correlation coefficient of .822 ($p < .05$). According to Akehurst et al. (2012), green marketing is more successful at increasing consumers' awareness of green products and assisting them in making wise judgments. Therefore, encouraging consumers to purchase green products can be aided by environmental advertising. The result agrees with the study conducted by Chico et al. 2023, which shows the significant relationship between green marketing and consumer behavior among selected fast-food chains in Davao City. However, attitude is not considered as a mediating variable in their study.

Mediating Effect of Customers Attitudes on the relationship between Green Marketing and Purchase Intentions

As a requisite to determining the mediation model, correlation between variables were computed first in order to conclude their significance. In the case of the three variables, the correlations are all significant as shown in Table 2. It can be gleaned in the result that there is a significant relationship between Green Marketing Mix and Purchase intention, as indicated in the table ($r = .904$, $p < .05$).

Moreover, it was observed that the green marketing mix and Attitudes towards green marketing mix have significant relationship ($r = .822$, $p < .05$). It was also observed that there is a significant relationship between attitudes towards green marketing mix and purchase intentions, ($r = .794$, $p < .05$).

Table 2

Correlation Analysis of the Variables

Pair	Variable	Correlation Coefficient	p-value	Decision on Ho
IV DV	and Green Marketing Mix and Purchase Intentions	.904	.000	Reject
MV DV	and Attitude towards Green Marketing Mix and Purchase Intentions	.794	.000	Reject
IV MV	and Green Marketing Mix and Attitude towards Green Marketing Mix	.822	.000	Reject

**p < .05*

Table 4 is the regression analysis that was used to discover the interrelationships of the variables and helped verify the beta coefficients in the employment of mediation analysis. A third variable must satisfy three requirements to construct an actual mediation, as indicated in Baron and Kenny (1986). The results in Table 3 were classified as Steps 1, 2, and 3. In Step 1 (Path C), the Green marketing mix significantly predicts Purchase intention ($B = .919$, $p < 0.001$). The beta coefficient denotes that every unit increase in the green marketing mix corresponds to a .919 increase in purchase intention behavior. At the same time, Step 2 (Path B) disclosed that consumer attitude, as the mediating variable, significantly predicts purchase intention ($B = .119$, $p < 0.001$) as well. This finding connotes that in every unit, an increase in consumer attitude can lead to a .119 increase in purchase intention.

Further, Step 3 (Path A) uncovered that green marketing mix significantly predicts consumer attitudes ($B = 1.092$, $p > 0.001$), which denotes that for every unit increase in green marketing, it can result in a 1.092 rise in consumer attitudes. Furthermore, Step 4 revealed a total r Square of .777, which indicates that 77.7 percent of the variation of purchase intention can be attributed to the combined

Moreover, Step 4 revealed a total r Square of .186, which indicates that 18.6% of the variation of purchase intention can be attributed to the combined influence of attitudes towards green marketing and green marketing mix. Hence, 75.9% of the variation is not covered in this research, and are attributable to other factors which are not enclosed in the model. The significance of the three paths warranted the use of MedGraph employing Sobel z-test.

Table 3

Data Entry for the Different Paths

Independent Variable (IV)	Green Marketing
Dependent Variable (DV)	Purchase Intentions
Mediating Variable (MV)	Attitude towards Green Marketing
STEPS	
1. Path C (IV and DV)	
Green Marketing Regressed on Purchased Intentions	
B (Unstandardized regression coefficient)	.919
<i>e</i> (Standard error)	.025
Significance	.000
2. Path B (MV and DV)	
Attitude towards Green Marketing Regressed on Purchased Intentions	
B (Unstandardized regression coefficient)	.119
<i>e</i> (Standard Error)	.033
Significance	.000
3. Path A (IV and MV)	
Green Marketing on Attitude towards Green Marketing	
B (Unstandardized regression coefficient)	1.092
<i>e</i> (Standard Error)	.044
Significance	.000
4. Combined Influence of MV and IV on DV	
Purchase Intentions Regressed on Attitudes towards Green Marketing and Green Marketing	
Attitudes towards Green Marketing:	
B (Unstandardized regression coefficient)	.157
SE (Standard Error)	.047
Beta (Standardized regression coefficient)	.131

Part Correlation	.118
Green Marketing:	
Beta (Standardized regression coefficient)	.790
Part Correlation	.257
Total R Square	.186

Table 4

Regression analysis showing the influence of green marketing mix on purchase intentions as mediated by attitude towards green marketing mix

Step	Path	B	S.E.	β
1	c	0.919	0.025	0.904***
2	a	1.092	0.044	0.822***
3	b	0.119	0.033	0.155***
4	c'	0.790	0.043	0.777***

* $p < 0.05$

Mediation Analysis

Sobel z 3.595445, $p < 0.01^{**}$

Percentage of the total effect that is mediated 14.070772% Ratio of the indirect to direct effect 0.163748

Effect Size Measures

Unstandardized Coefficients

Total:	0.919
Direct:	0.790
Indirect:	1.092
Ratio Index:	1.188

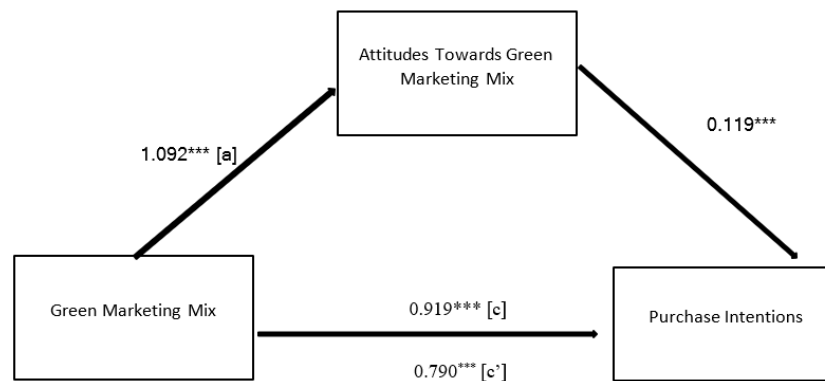


Figure 3. Med graph showing the variables of the study

In fact, as a matter of triangulation, further mediation analysis was made involving such a test to assess the significance of the mediation effect. The Sobel z-test in Figure 5 generated a value of 3.595445 ($p < 0.05$), which signifies that consumer attitude mediates the relationship between green marketing mix and purchase intention. The model indicates that green marketing impacts purchase intention by a total of .919 with the inclusion of consumer attitude. This indirect influence passes through the consumer attitude regarding purchase intention. It could be seen in the graph that .919 was reduced to .790 in the subsequent regression. Specifically, it denotes that the total effect of .919 was attributed to the presence of the mediating variable. Thus, once the mediating variable is removed, it is no longer .919.

Using Baron and Kenny's (1986) steps in testing the mediation of consumer attitude, the researcher can prove that the mediation is significant and is only partial mediation. With that premise, it could not be claimed that consumer attitude was the very reason the green marketing mix could affect the purchase intention of fast-food diners. Still, it only shows that consumer attitude can be one of the reasons the green marketing mix can sway the purchase intention of the participants.

Conclusions

The status of purchase intention, green marketing mix, and attitudes have a descriptive rating of high, which means that the fast food diners in Region XI often demonstrate purchase intention. Likewise, fast-food diners' attitudes are often positive towards establishments with a green marketing mix.

A significant relationship exists between green marketing mix and consumer purchase intention, green marketing mix and consumer attitudes towards green marketing, as well as attitudes towards green marketing and purchase intention; thus, the hypothesis formulated in this study is rejected, which means that there is a significant relationship between green marketing and purchase intentions, attitudes towards green marketing and purchase intentions, green marketing and attitudes towards green marketing practices.

Attitudes significantly mediate the relationship between green marketing and purchase intention. The result indicates that green marketing impacts purchase intention with the inclusion of consumer attitude.

The result supports the theory of Planned Behavior, where consumers' Purchase intentions are influenced by their attitudes, as well as the impacts of their group and their own sense of control.

Recommendations

Based on the results of the study, the researcher proposes the following recommendations:

- It is understood that consumers would deem eco-friendly products to be more expensive than other products formulated due to the higher cost of raw materials to produce products with a lower environmental impact. This situation could lead consumers to refrain from considering buying them. Thus, fast food chains may match information to what customers expect.
- Consumers frequently have preconceived notions when it comes to green products and the firms that make them. Suppose a green product costs more than its well-known equivalent. In that case, the manufacturer may justify the price difference, as consumers would otherwise discount the product due to what they perceive to be an exorbitant cost.
- To position eco-friendly products in the market, establishments may need to create loyal customers who patronize their products and purchase them regularly in replacement for the usual items they are buying that pose threats to the environment.
- To generate loyalty in buying, it is recommended that fast food establishments may play to their values, which is the love of the environment. Be able to position what you do best on your business and your unique offerings; by doing so, the customers will eventually develop loyalty towards the company that significantly plays unique offerings that contribute to the well-being of the environment.
- For the business sectors, specifically those in manufacturing, they may investigate the importance of instilling in the production of goods our responsibility to the people and planet, not only the profit.
- For the future researchers, to incorporate a qualitative approach, they may consider the challenges they have encountered while shifting their production of materials into eco-friendly ones, as this may serve as a basis for those planning to change into the production of eco-friendly items.